

Cyber Civics

**Government Communications
in a Digital World**

**The Evolution of
Communication**



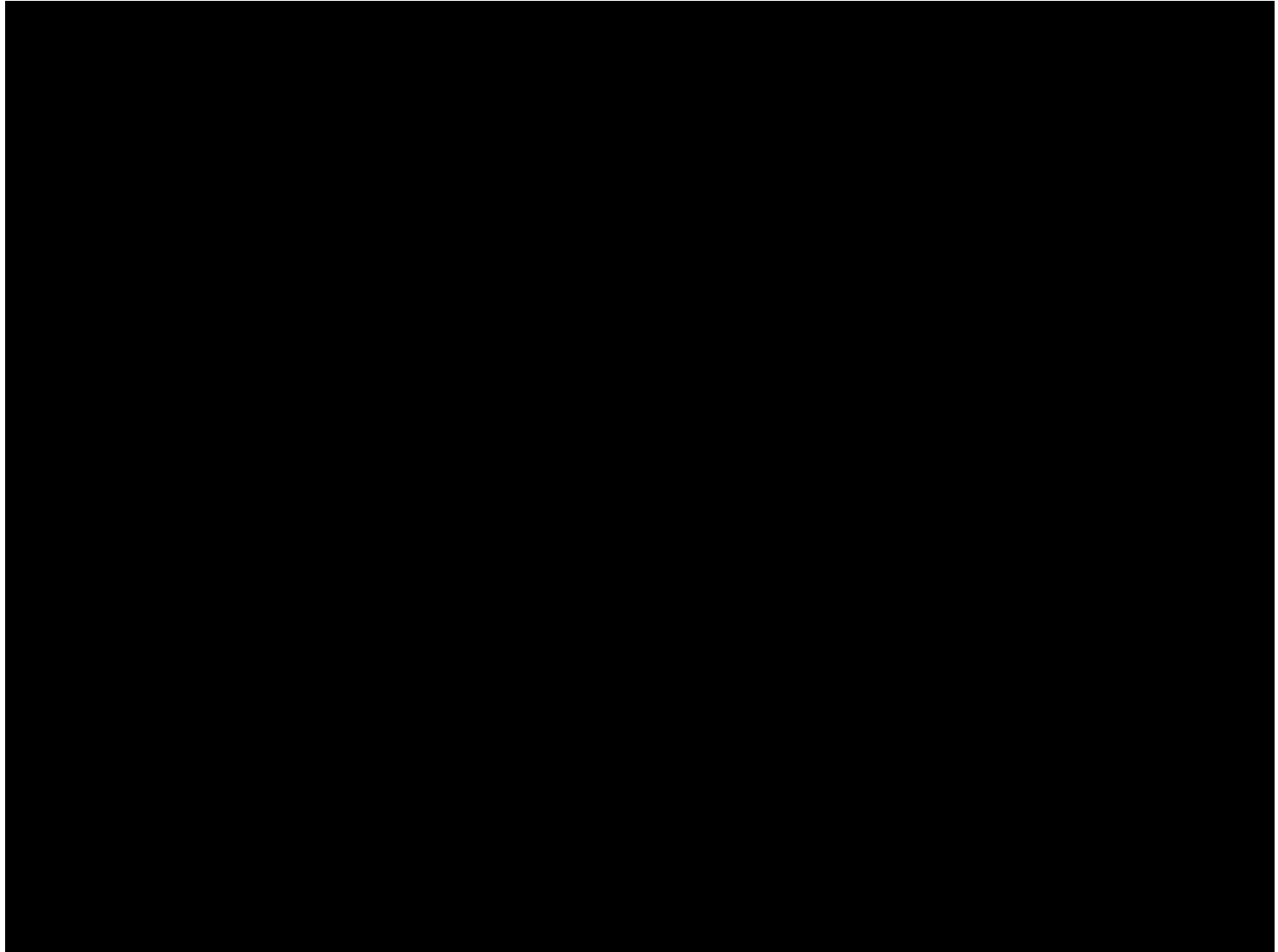
Cyber Civics: Introduction



C.C. Gonzalez-Kurz
Public Information Officer
Social Media Strategist
City of Dallas



Social Media Update



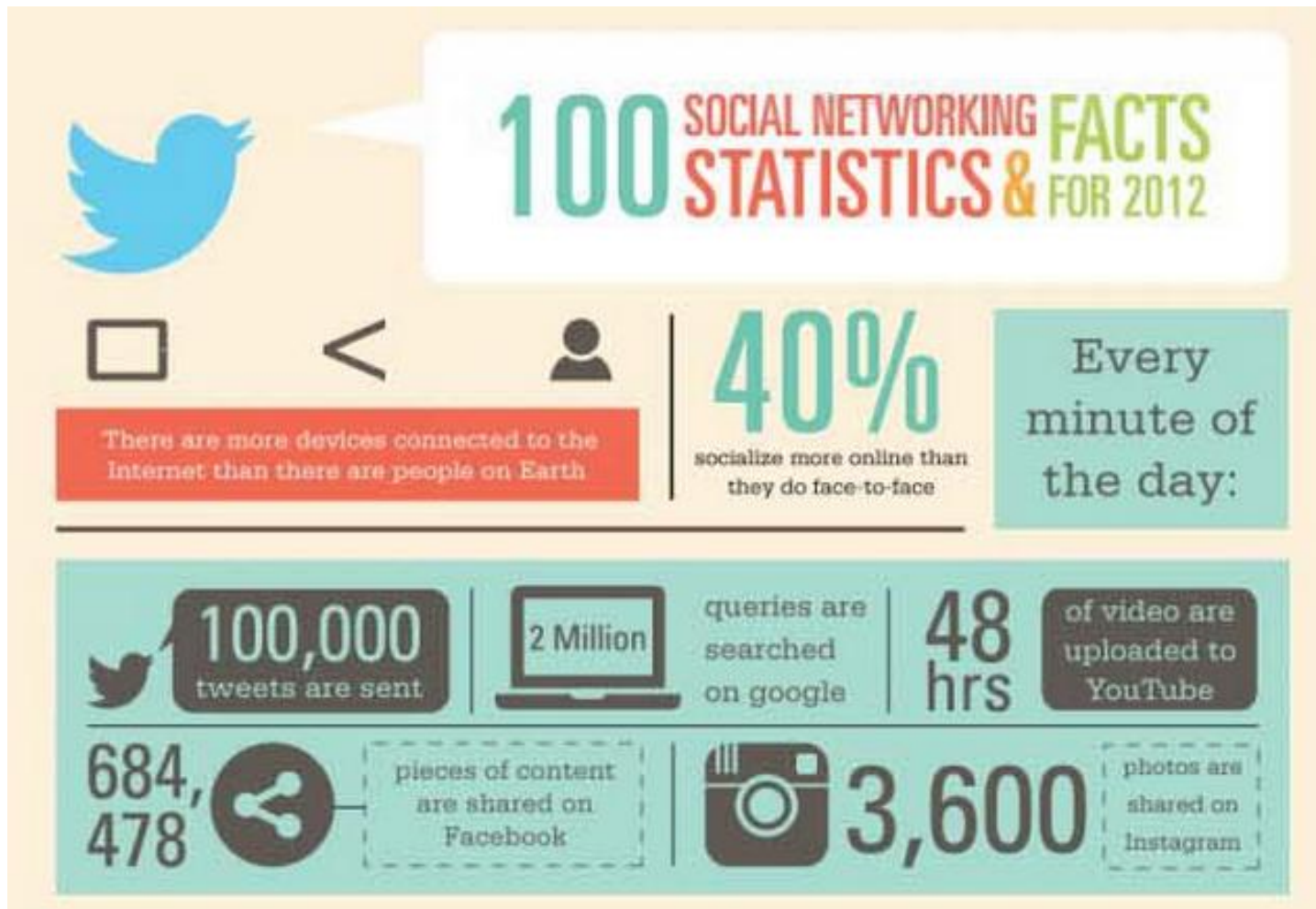
Cyber Civics: Introduction

- Although younger generations are more prolific users – older generations are rapidly adopting social media.
- Social Media is popular across all racial demographics
- Social Media is used by high and low income users. Low-income users are more likely to find government resources online
- Social media is not just for college students. Twitter & Facebook are popular among those without degrees.



Cyber Civics: Introduction

It's All in the Numbers!



Introduction: Why should you use Social Media to Engage Citizens?

- It allows a new audience to engage and connect with your city/office/entity and its services
- It increases participation in local/federal government
- It informs citizens about what the city is doing and why
- Finally it humanizes the office/entity – It shows transparency and creates trust between the office/entity and those they serve.



Cyber Civics: Social Media 101

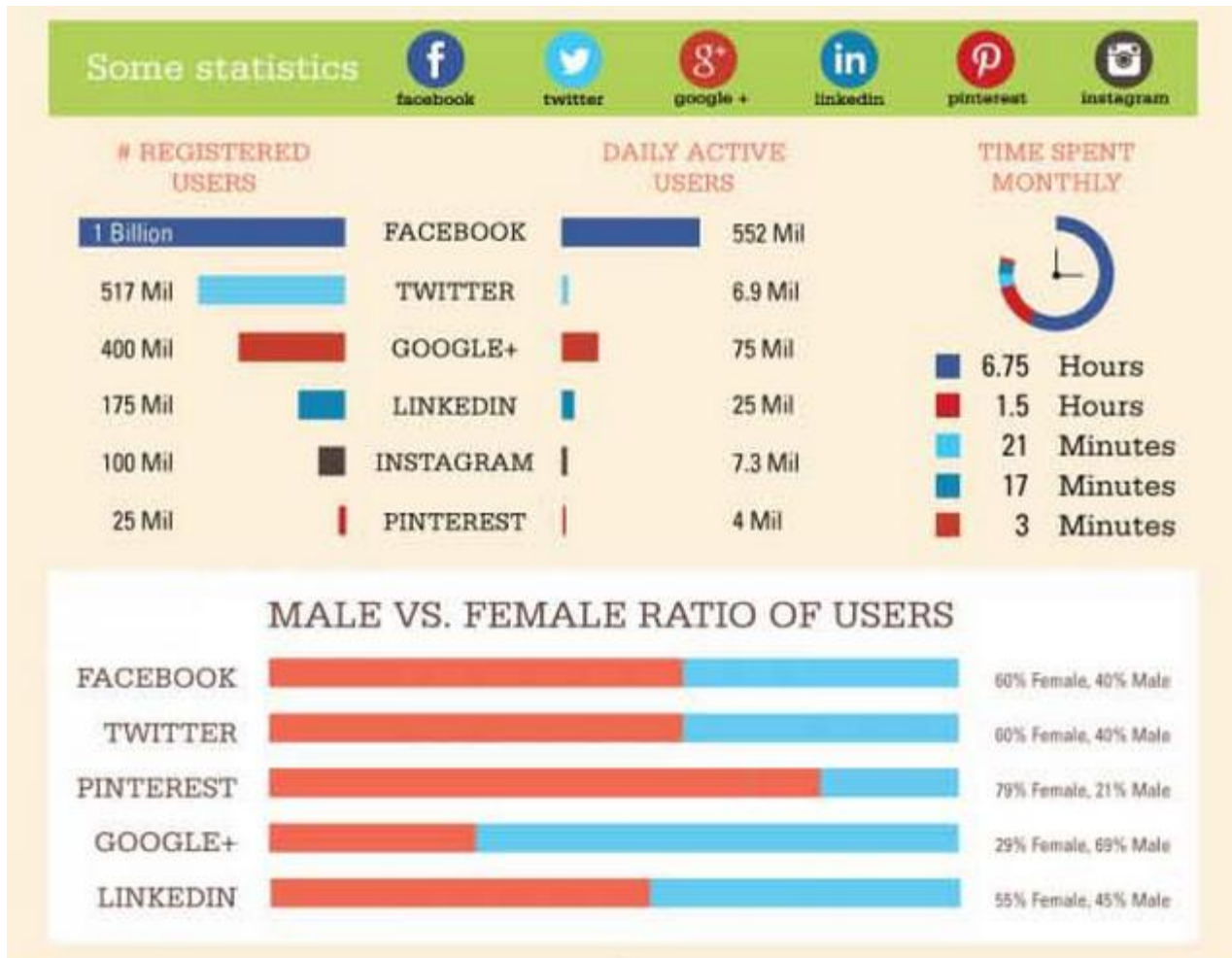


Cyber Civics: Social Media 101

1. **Objectives:** It makes it easier when you are aware of your organization's Mission, Vision , Values and Purpose – **WHY SHOULD THEY LISTEN?**
2. **Audience:** Who is your audience?
3. **Social Media Landscape:** What are the different platforms, their functions, and users' demographics?



Cyber Civics: Social Media Demographics



Cyber Civics: Social Media 101

- 4. Readiness level:** To which extent is your organization ready to be exposed and engaged in a conversation?
- 5. Resources:** Assess your human, financial and time resources before indulging in a stretched social media strategy that you can't maintain
- 6. Industry Social Media Behavior:** Benchmark and look for behaviors, trends, and best practices



Cyber Civics: Social Media 101 – Trends

Trends - Change

#DollarMenu & More  Promoted

#darkTO

#icac

#Fargo

Boston Marathon

#AwkwardSeniorYear

#kyga14

If I Stay

Texas

Robbie Ross

#BostonStrong

#WX

#DFWWX

#Icamagedon2013



Cyber Civics: Social Media 101

- 7. Infrastructure:** Is your organization ready to integrate social media within other existing communications channels
- 8. Data Analysis:** What are you using to measure analytics?
- 9. Set a Strategy:** It is critical to incorporate social media in the overall communications strategy and have clear targets and expectations.
- 10. Auditing Parameters:** Revise your social media presence periodically



Cyber Civics: Social Media 101 – Analytics

The screenshot displays the Sprout Social analytics dashboard. At the top, the navigation bar includes 'sproutsocial', 'FEATURES', 'PRICING', 'CUSTOMERS', 'ABOUT', 'INSIGHTS', a phone icon with the number '1.866.878.3231', and a 'LOG IN' button. Below this is a secondary navigation bar with 'HOME', 'MESSAGES', 'FEEDS', 'PUBLISHING', 'DISCOVERY', 'REPORTS', a search icon, and a 'Compose' button.

The main content area is divided into several sections:

- GROUP TRENDS:** A summary for Sprout Social's Twitter and Facebook accounts from May 14, 2013, to May 21, 2013 (Past Week). It shows:
 - Incoming messages: 198
 - Sent messages: 118
 - New Twitter Followers: 8,674
 - New Facebook Fans: 345
 - Response Rate: 78%
 - Average Response Time: 25min
 - 1.3k INTERACTIONS BY 1.3k UNIQUE USERS
 - 4.9m IMPRESSIONS
- AUDIENCE DEMOGRAPHICS:** Breakdowns for Twitter Followers and Facebook Impressions.
 - TWITTER FOLLOWERS:** 55% Male, 45% Female. Age distribution: 18-20, 21-24, 25-34, 35-44, 45-54, 55-64, 65+.
 - FACEBOOK IMPRESSIONS DEMOGRAPHICS:** 47% Male, 53% Female. Age distribution: 13-17, 18-24, 25-34, 35-44, 45-55, 65+.
- STUFF TO DO:** Action buttons for 'GO TO INBOX', 'VIEW MY TASKS', and 'VIEW REPORTS'.
- PROFILES:** A section for profiles connected to Sprout Social, showing icons for Twitter, Facebook, and Google+.
- TEAM MEMBERS:** A section for team members managing Sprout Social, showing profile pictures of several individuals.



Social Media Strategy

Do...

1. Create a Social Media Policy & Procedure with your legal team that addresses comments and monitoring tactics
2. Know your audience
3. Engage them with specific CTAs!
4. Write in first person.
5. Use pictures, videos or infographics in ALL posts. **Ex: visual.ly**



Social Media Strategy

Do...

6. “Pick your battles”
7. Respond to most posts – even the naysayers!
8. Play nice with others. Remember YOU are representing your organization.

9. Give Props & Shout Outs



City of Dallas @1500Marilla · Apr 14

Dallas Animal Services celebrates one thousand adoptions
dallascitynewsroom.com/community/DAS_... [shar.es/TqK85](https://www.sharethis.com/shar.es/TqK85)

Collapse

Reply Delete Favorite More

RETWEETS

4

FAVORITES

7



3:54 PM - 14 Apr 2014 · Details

Reply to @1500Marilla



Anna Williams @Amwmr2Anna · Apr 14

@1500Marilla Great news, keep it going.



Social Media Strategy

DO

10. Be yourself... Be casual & have

FUN!



Social Media Strategy

DON'T...

1. Waste your audience's time.
2. Disable or Delete comments unless they have broken any of your social media policies.
3. Plagiarize. It's the LAW!



Social Media Strategy

DON'T...

4. Offend anyone or post negative comments! Remember you are representing your organization
5. Post when in doubt. Always call your legal team with questions & concerns
6. Make political or religious comments on behalf of your organization.



Social Media Strategy

Don't

7. Don't over use the hashtags... #that! 😊
8. Forget social media is always on... even when you're out of the office
9. Ignore real time events that could attract a new audience
10. Get overwhelmed. The social media machine is evolving constantly.



What Were We Doing Wrong?

- We weren't being strategic.
- We had our Facebook linked to our Twitter account – Not a good idea!
- We weren't monitoring all social media efforts throughout all departments and we weren't meeting with them often
- We weren't cross promoting
- AND We didn't have someone dedicated Social Media PIO



What Are We Doing NOW?

- We have created a Strategic Plan that incorporates multi-media components and integrates all social media page on our website
 - DallasCityNewsroom.com
- All Social Media pages are unlinked but cross promote through all channels
- We are working closely with all departments and meeting with them regularly
- We cross promote within departments, @tag them and share their posts



Old City Website DallasCityHall.com

← → ↻

 **Dallas**
Serving you

[Home](#) | [311 Info & Services](#) | [Community & Culture](#) | [Business](#) | [Government](#) | [Visitors](#) | [About](#) | [Dallas Kids](#) | [Search](#)

[Español](#)

Today I Want to...

Find...

- a Cultural Center
- a Job
- a Library
- a Map
- a Park
- a Park Rec Center
- a Pet
- Property Zoning
- Restaurant Scores
- Transportation
- Trash Schedule

Pay...

- Traffic and Other Tickets
- Parking Tickets
- Red Light Ticket
- School Bus Stop Arm Ticket
- For Parking Meters
- Security Alarm Permit
- Utilities and Services Bill
- Garage Sales Permit
- Ambulance Service Bill

Request...

- Birth / Death Certificates
- City Services / 311
- Event Permits
- Filming Permits
- New Utility Services
- Electricity Providers
- Cable-TV-Satellite
- Activate Utilities
- Open Records
- Building Permits & Inspections

Learn about...

- Becoming a Vendor
- Customer Service
- Events
- Recycling

CHARTER REVIEW COMMUNITY MEETING [Read more...](#)

Check Out  **Dallas City**
NEWSROOM.COM

News, Information, & Events ▶▶▶▶

PAY A TICKET ▶	PAY WATER BILL ▶
WARRANTS ▶	REQUEST A SERVICE ▶
DEPARTMENTS ▶	GOVERNMENT ▶
BUILDING INSPECTION ▶	EMPLOYMENT ▶

Official Postings

- Open Meetings
- Current Council Agendas
- Council Briefings
- Council Committees
- Adopted FY 2013-2014 Budget

Announcements

- Public Notice: 2013 Drinking Water Quality Report
- Public Hearing: The City of Dallas will hold a public hearing on Wednesday, March 26, 2014 to receive citizens' comments on the proposed FY 2014-15 Operating, Capital, and Grant/Trust Budgets. [Read more...](#)
- Department of Aviation Public Notice – PFC Collection Amounts Amendment – Dallas Love Field
- **If a catastrophic event hits your neighborhood, KnowWhat2Do!** Find out about Community Emergency Response Team (CERT) training in your neighborhood. [Training Schedules](#)

DALLAS 311
GET THE APP

E-Alerts

Sign up below to receive Dallas e-alerts!

Follow Us

- 
- 
- 
- 
- 
- 
- 

City of Dallas CALENDAR

2014



Newsroom Website

DallasCityNewsroom.com

www.dallascitynewsroom.com

Library Parks & Recreation Arts & Culture Green Dallas Trinity River West Nile

Dallas City
NEWSROOM.COM

*Civic Media Feed: to engage, enlighten and empower
you to become connected with your city*

DCNN
Dallas City News Network
CLICK HERE

NEWSROOM DALLAS CITY HALL

COMMUNITY POLICE & FIRE MAYOR & COUNCIL EVENTS VIDEOS PRESSROOM

Featured News >>>

- DPD Launches New Social Media Initiative
- Love Field Modernization Program Newsletter
- DFR Citizens Fire Academy
- Spring Recycling Round-Up
- Cam's Cameos - Employee Spotlight: Mr. Harvey

Community News >>>

February Customer Service Spotlight: Floyd Harris -

Police News >>>

DPD Launches New Social Media Initiative

Adopt a Pet >>>

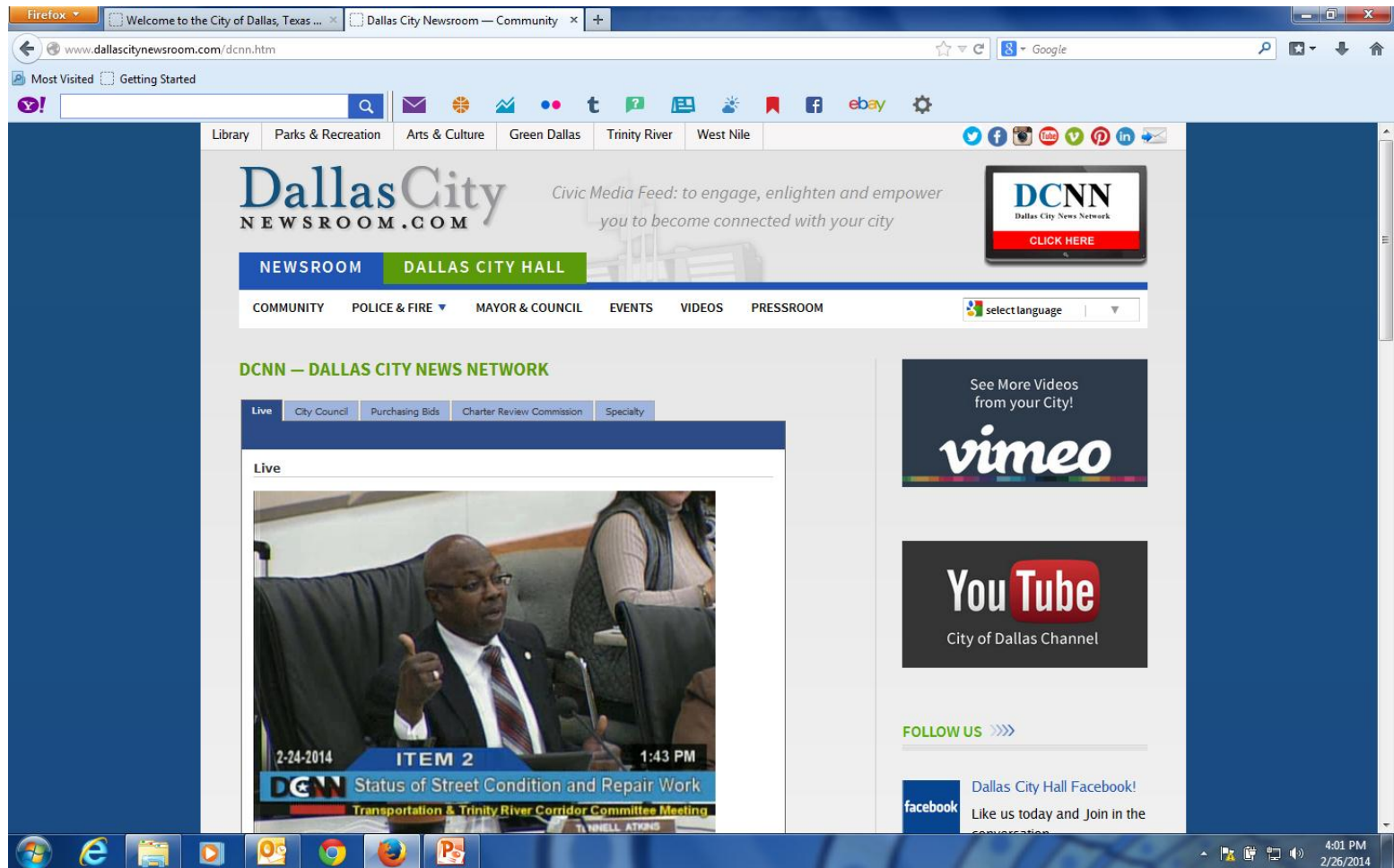
Kitten and puppy season is right around the corner! Don't

Latest on Vimeo >>>

The FEED - Arts & Culture February 17 - 28



Integrates Dallas City News Network DallasCityNewsroom.com



News, Information & Events

DallasCityNewsroom.com

The screenshot shows the DallasCityNewsroom.com website with a navigation bar at the top and a main content area with several news and event tiles. The browser address bar shows the URL www.dallascitynewsroom.com.

Cam's Cameos - Employee Spotlight: Mr. Harvey

Community News >>>

Police News >>>

Adopt a Pet >>>

Latest on Vimeo >>>

Our Events >>>

GuideLive Events >>>

Pegasus News >>>

CultureMap >>>

FIRE TWEETS

POLICE TWEETS

CITY OF DALLAS

EMAIL ALERTS

Dallas Fire Rescue 12h

Dallas Police Depart 14m

City of Dallas 3 Mar

Get the latest news from Dallas City Hall at the touch of a button.



Integrates Social Media DallasCityNewsroom.com

The screenshot shows a web browser window with the URL www.dallascitynewsroom.com. The page title is "Rosewood Center for Family Arts, Fri, Mar 7 7:30p". The main content area is a grid of social media posts:

- FIRE TWEETS**
 - Dallas Fire Rescue** (@dfrincidents) 12h: Structure Fire Working | 10300 Davilla Ave (DRAKE ST/FULLER DR) | is.gd/La1wqX | EN31 EN39 EN53 TR39 TR53 | 310009 | 23:55 | C Expand
 - Dallas Fire Rescue** (@dfrincidents) 18h: Structure Fire Working | 1500 Pocono Tri (CATSKILL ST/SUNNYDALE DR) | is.gd/DvCTz0 | EN05 EN51 EN32 TR34 TR53 | 052517 | 18:06 | C
 - Dallas Fire Rescue** (@dfrincidents) 18h: Structure Fire Working | 4400 Jamaica St (FOREMAN ST/MITCHELL ST) | is.gd/4m0meS | EN44 EN19 EN24 TR19 TR24 | 440001 | 17:56 | C
- POLICE TWEETS**
 - Dallas Police Depart** (@DallasPD) 14m: Last year's Civilian Employee of the year Betty Wafer at work in Communications! Thanks for your hard work Ms. Betty! pic.twitter.com/l3kkGjAqFM Show Photo
 - Dallas Police Depart** (@DallasPD) 39m: @dallasmavs to present the Dallas St. Patrick's Day Parade! pic.twitter.com/K9MBDbz0SW Show Photo
 - Lt. Max Geron** (@MaxDPD) 42m: At press conference announcing plans for St. Patrick's Day Parade! @dallasmavs representing! pic.twitter.com/WwD7Joy1DU Retweeted by Dallas Police Depart Show Photo
- CITY OF DALLAS**
 - City of Dallas** (@1500Marilla) 3 Mar: @FJLibrio: Ice Force One ops ends to focus on targeted trouble spots of ice Expand
 - City of Dallas** (@1500Marilla) 3 Mar: Court will be in session this afternoon. All dockets will occur as planned. Expand
 - City of Dallas** (@1500Marilla) 3 Mar: @FJLibrio: City Hall is open for business today. Expand

The right sidebar contains:

- EMAIL ALERTS**: Get the latest news from Dallas City Hall at the touch of a button. Enter email address [input field] Go. We do not share your information with third party vendors.
- ANNUAL REPORT**: 2013 City Annual Progress Report [image]
- CITY LINKS**: Dallas City Newsroom Staff, Open Records Requests, Recycling, Reverse Litter, Dallas Film Commission, Convention and Visitors Bureau, Kay Bailey Hutchison Convention Center Dallas, Water Conservation, Cease the Grease.

At the bottom, there is a City of Dallas logo, social media icons (Twitter, Facebook, Instagram, YouTube, Vimeo, Pinterest, LinkedIn), and a footer with copyright information: © 2001-2012 City of Dallas, Texas. Accessibility | Credits | Privacy Policy | City Terminology Guide | Contact Us.



Social Media Explained

It's Easy....



Facebook: City of Dallas

More than 4K Likes

Visit our new website Today!
DallasCityNewsroom.com

Dallas City
NEWSROOM.COM

Your Civic Media Feed
to engage, enlighten and empower you to become connected with your city

Dallas City Hall
★★★★☆ (33 ratings)
4,074 Likes · 184 talking about this · 20,857 went here

Government Organization
Population: 1,279,910 U.S. Rank: 8th largest U.S. city** if you are looking for the official source of information for the City of Dallas - please visit our About

Photos Twitter Instagram feed Vimeo

Highlights -

Status Photo / Video Offer, Event +

What have you been up to?

Dallas City Hall shared a link.
13 hours ago · 1/1

#TenOnTues encourages businesses, schools, and others to @ReverseLitter by picking up 10 pieces of trash. Take the Pledge [ow.ly/VQAaR](#).



Ten on Tuesday Pledge - Reverse Litter
reverselitter.com

What your pledge means: Every year tons of trash and debris are washed into our creeks, rivers, and lakes after it rains. By taking the pledge to pick up ten pieces of trash every Tuesday, you are helping to keep North Texas waterways clean. Thank you for doing your

Reviews See All

Erin Train
★★★★☆
\$11 is frustrating and unhelpful for the most part. Just list the direct numbers!
Like · 1/2 · about 2 months ago · 1/1

Scott Yoakel
★★★★☆
Big thanks to whomever got the street sweepers to clean out the bike lane on the Jefferson bridge. It was beginning to get hard to pass all with all the sand build up. Us DC commuters are grateful.
Like · about a month ago · 1/1

Aaron Brown
★★★★☆
Dallas Water Utilities has 7 Windows Available for Business only 2 Open??? Lets do better City of Dallas!!! And before y...
See More
Like · about 2 weeks ago · 1/1

Arturo Hernández Valdovinos
★★★★☆
Baya muy chevere
Like · 1/1 · about 2 weeks ago · 1/1

Recent Posts by Others on Dallas City Hall See All

Carol Bell-Walton
Dear Dallas City Council, I thought I'd share the Save S...
9 hours ago

Laura Ringler Murchison



Twitter: @1500Marilla



City of Dallas

#cityofdallas

DallasCityHall.com
DallasCityNewsroom.com

DallasCityHall

@1500Marilla

cityofdallas

cityofdallas

Dallas City Hall

- Tweets
- Following
- Followers
- Favorites
- Lists

Photos and videos



Who to follow · Refresh · View all

- Judy Trammell @DCC_Judy
- Follow
- Brittney Schram @DCC_Br...
- Follow

City of Dallas
@1500Marilla

Your source for information on City of Dallas programs & services
DallasCityHall.com DallasCityNewsroom.com #DallasCityHall Together We Do it Better #TWDIB
Dallas, TX - dallascityhall.com

TWEETS 1,542 FOLLOWING 648 FOLLOWERS 13.3K Edit profile

Tweets

City of Dallas @1500Marilla · 10h
@1500Marilla Stormwater is participating on the @ReverseLitter #TenOnTues for their wellness program. Take the pledge bit.ly/1m5hinZ

Collapse Reply Delete Favorite More

RETWEETS 2 FAVORITE 1

13.3K Followers



LinkedIn

The screenshot shows a LinkedIn interface with a search bar at the top right containing the text "Search companies...". Below the search bar is a navigation bar with links for "Home", "Profile", "Network", "Jobs", and "Interests". The main content area features a "Recent Updates" section. The first update is from the "City of Dallas", which includes a text post and a banner image. The text post asks for questions or comments about city services and provides a link to a survey. The banner image features a portrait of A.C. Gonzalez, City Manager, and contains text about asking questions. Below the post, there are statistics for "Organic" reach: 3,310 impressions, 28 clicks, 5 interactions, and 1.00% engagement. A "Sponsor update" button is visible below the statistics. At the bottom of the post, there are interaction options: "Like (3)", "Comment (1)", "Pin to top", and "2 months ago". A comment from "Linda Zapata, Crazy Eagle and Mark A. McKenney" is shown, along with their profile information and contact details. A comment input field at the bottom contains the text "Add a comment...".

in Search companies...

Home Profile Network Jobs Interests

Recent Updates

City of Dallas Do you have a question or comment about a City service? Now's your chance to submit your questions to our new City Manager. Send us your questions today! #AskAC
<http://ow.ly/tzdIZ>

Ask AC Web Banner (2).jpg
ow.ly · Tweet Share Original...

Got a question about a city service or an idea to make our city better? Now is your chance to "ASK A.C. GONZALEZ". Share your questions:

City of Dallas
@1500Marilla
pro@dallascityhall
#AskAC

Organic ?
Targeted to: All Followers

3,310 impressions	28 clicks	5 interactions	1.00% engagement
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Sponsor update

Like (3) · Comment (1) · Pin to top · 2 months ago

Linda Zapata, Crazy Eagle and Mark A. McKenney

Linda Zapata ZAPATA CONSTRUCTION, LLC Oil Field Lease Services Oil & Gas Pipeline Construction and Support Services BEE COUNTY TEXAS (361) 232-5621
zapataconstruction@live.com www.zapatagroup.com
1 month ago

Add a comment...



Instagram

The screenshot shows the Instagram profile for Dallas City Hall. At the top, the word "Instagram" is centered, and the profile name "dallascityhall" is in the top right corner. The main profile picture is a large image of the interior of Dallas City Hall, featuring a large star-shaped logo on the wall and a presentation screen. Below the profile picture, the name "dallascityhall" is displayed, followed by "Dallas City Hall". To the right of the name are three statistics: "118 posts", "394 followers", and "73 following". Below the statistics is a grid of 15 smaller images, organized by month. The months shown are April 2014, March 2014, February 2014, January 2014, and December 2013. The images include various scenes: a woman working at a desk, a garden with red flowers, a mural, a presentation screen, a group of men in suits, a portrait of George Washington, the City of Dallas seal, a swimming pool, a meeting room, a city skyline, fireworks, and a woman reading a book.



Pinterest



City of Dallas

Your direct source for information about City of Dallas programs and services.

www.dallascityhall.com

Pins from:

- Lindsey Schwimmer
- Touch Therapy - Irma Bue...
- Chef Johnson

Get Started 14 Boards 26 Pins 1 Like

Send Profile

+
Create a board

City Hall 1500 Marilla



3 Pins



Edit

Together We Do It Better



3 Pins



Edit

Fight the Bite



1 Pin



Edit

Trinity River Wind Festival



2 Pins



Edit

Office of Emergency Mana...



1 Pin



Edit

City of Dallas - It Get's Better



3 Pins



Dallas City History



1 Pin



The FEED



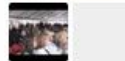
3 Pins



Dallas Heroes



2 Pins



Dallas Animal Services



1 Pin



Dallas City Hall Kids



1 Pin



Dallas Open Data Portal

The screenshot shows a Firefox browser window displaying the Dallas Open Data Portal. The address bar shows the URL <https://www.dallasopendata.com>. The page features the Dallas Open Data logo, navigation links for Catalog, Developers, Sign Up, and Sign In, and social media icons. A search bar is labeled "Search Data Dallas". The main content area has a large image of the Dallas skyline at night with the text "Welcome to the City of Dallas Open Data Portal" and the tagline "Explore, Create, Innovate, Engage, Share". Below this are three featured sections: "City Services Locations" (View City Services Locations mapped), "Data Catalog" (Explore all of the datasets available), and "Financial Transparency" (View the latest financial data from the City). The Windows taskbar at the bottom shows various application icons and the system clock indicating 3:45 PM on 2/26/2014.



Firefox City of Dallas | 2013 Annual Report
annualreport.dallascityhall.com/#

Intro Mayor City Council City Hall Financials Social Responsibility Environmental Key Focus Areas

CITY OF DALLAS 2013 ANNUAL REPORT

Photo Courtesy: Ailyn Media

- Introduction
- Mayor
- City Council
- City Hall
- Financials
- Social Responsibility
- Environmental
- Key Focus Areas

3:48 PM
2/26/2014



Success Story

Dallas Police Department

Shawn Williams





Facebook

https://www.facebook.com/DallasPoliceDepartmentOfficeofCommunityAffairs#!/Dal Dallas Police Department C...

facebook Settings Logout

Dallas Police Department. Timeline Recent Admin Panel Promote Page



Dallas Police Department Community Affairs

★★★★★ (19 ratings)
533 likes · 1 talking about this · 8 were here

Update Page Info

Government Organization
The Office of Community Affairs acts as an interface between the Dallas Police Department and the Community to resolve issues and develop solutions.

About



Photos



Likes



Map



Twitter

Recent

- 2013
- 2012
- Founded

See Your Ad Here



likes Dallas Police Department Community Affairs.
Like

Promote Page

Highlights

9:18 AM 1/3/2014



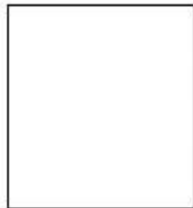
From: Facebook [mailto:notification+zj4o_sccs4sy@facebookmail.com]

Sent: Friday, August 24, 2012 1:45 PM

To: Jeffrey, Sherri

Subject: [Dallas Police Department - Northeast Division] New message from Oscar Ortiz

Conversation between Dallas Police Department - Northeast Division and Oscar Ortiz



Oscar Ortiz

1:14pm Aug 24

im agustin gonzalez and dallas police its been looking for me im ready to cooperate me quiero entregar pacificamente like a good citizen i want to respond to all answers that this police department have for me i require a few things from you first i dont want any other agency to try to contact me or catch me i surrender just to your agency and also i dont want any mexican police because they probably hurt me please come for me as soon as posible im kind and danger my location is 22222 ciruela street .colonia morita 1 tijuana baja california mexico i want start doing things right hurry guys pick me up today please please i dont want mexican agencys just dallas police i will surrender in peace do not use force thanks



[View Conversation on Facebook](#) · [Reply to this email to message Oscar Ortiz.](#)



Twitter @DPDCA

The screenshot shows the Twitter profile page for @DPDCA. The browser address bar displays "https://twitter.com/DPDCA". The navigation bar includes "Home", "Connect", "Discover", and "Me". The profile header features a banner image with the Dallas Police Department logo and the text "DPDCommunityAffairs @DPDCA". Below the banner, it states: "The Office of Community Affairs acts as an interface between the Dallas Police Department and the Community to resolve issues and develop solutions. Dallas, Texas". The profile statistics are: 1,272 TWEETS, 506 FOLLOWING, and 496 FOLLOWERS. The "Tweets" section shows three tweets: a welcome message to the #Twitterverse, an announcement for a Feb 8 class for grades 8-10, and a #HappyFriday message for the start of 2014. The "Who to follow" section lists "The Infinite Agency", "Lovell PR", and "Keri Meek". The Windows taskbar at the bottom shows the system tray with the date 1/3/2014 and time 9:22 AM.

https://twitter.com/DPDCA

Home @ Connect # Discover Me

Tweets

Following

Followers

Favorites

Lists

Photos and videos

Who to follow · Refresh · View all

The Infinite Agency @InfiniteAg...
Follow Promoted

Lovell PR @lovelpr
Follow

Keri Meek @kerimeek
Follow

Popular accounts · Find friends

DPDCommunityAffairs @DPDCA
1,272 TWEETS 506 FOLLOWING 496 FOLLOWERS Edit profile

The Office of Community Affairs acts as an interface between the Dallas Police Department and the Community to resolve issues and develop solutions.
Dallas, Texas

Tweets

DPDCommunityAffairs @DPDCA 16m
Welcome to the #Twitterverse @MaxDPD
Expand Reply Delete Favorite More

Dallas Jr Police @DallasJrPolice 1h
Applications for our Feb 8 class for grades 8 - 10 will be available on Tuesday! Go to dallaspolice.net.
Retweeted by DPDCommunityAffairs
Expand Reply Retweeted Favorite More

DPDCommunityAffairs @DPDCA 32m
#HappyFriday everyone !! The #newyear has begun & we're in full swing getting events planned for #2014. Have a great day.
Expand Reply Delete Favorite More

9:22 AM 1/3/2014





Chief David O. Brown

@DPDChief

Follow

[@OmarVillafranca](#) [@NBCDFW](#) am I in your dog house

8:50 PM - 21 Oct 2013

1 FAVORITE



Michael Gruber

@tweetgrubes

Follow

[@DPDChief](#) [@OmarVillafranca](#) Let's all go to Chili's and talk this out.

8:44 PM - 21 Oct 2013



Omar Villafranca

@OmarVillafranca

Follow

[@DPDChief](#) [@tweetgrubes](#) Name the Chili's!

8:50 PM - 21 Oct 2013





Twitter

@DPDAnthony

Browser: <https://twitter.com/DPDAnthony> | Twitter, Inc. [US] | Anthony Bike-Bot (DPDAnth... x

Navigation: Home | Connect | # Discover | Me | Search

Tweets

- Following
- Followers
- Favorites
- Lists

Photos and videos

Who to follow · Refresh · View all

- FairLease** @FairLease [Follow] [Promoted]
- Melissa Ruggles** @AspenRayne [Follow]
- Brian Curtis** @BrianCurtisN... [Follow]

Popular accounts · Find friends

Profile Card:

- ANTHONY The Bike-Bot**
- Anthony Bike-Bot** @DPDAnthony
- I'm the mascot for Dallas PD Community Affairs, engaging the city one resident at a time. Likes: Tricycles & turtleneck shirts.
- Dallas, Texas · dallaspolice.net
- 226 TWEETS | 250 FOLLOWING | 215 FOLLOWERS
- [Edit profile]

Tweets

Anthony Bike-Bot @DPDAnthony · 31 Dec
Extra job..."@shawnpdpd: I wonder how @DPDAnthony plans to spend his New Year's Eve? pic.twitter.com/vCn3w3kkLa



DALLAS POLICE DEPARTMENT

THE DPD BEAT

[About](#)[Cold Cases](#)[Helpful Numbers](#)[iWatch Dallas](#)[Mission Statement](#)[Patrol Divisions](#)[Recruiting](#)

FEB
22
2014

Murder Suspect Arrested

On February 18, 2014, at approximately 7:15 am, Pedro Calixto-Velenta was seen falling from a white Chevy Blazer in the 7900 block of the LBJ service road. A suspect driving the Blazer continued driving and was involved in an accident in the 12200 block of Coit Road where he abandoned the vehicle and fled on foot. Velenta had been stabbed multiple times.

Velenta was transported to Medical City Hospital where he was pronounced deceased. Crime Scene Response Unit processed the Blazer and inside two bank receipts were found showing transactions occurring earlier in the day. Velenta's cell phone was also found in the vehicle and text messages were found on the phone that appeared to indicate Velenta was arguing with someone.

Research into the phone number from which the texts were sent showed the number came from an individual named Gaspar Enciso, L/m/01-05-1997. Surveillance footage from the bank showed Velenta and Enciso withdrawing money. Witnesses were shown still images from the video and identified Enciso as the man with Velenta during the transactions.

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Dallas Police Department
1400 South Lamar Street
Dallas Texas 75215
(214)671-3000



FEB

5

2014

Is there a Doctor in the House? Dallas Police Officer Delivers....literally



On February 1, 2014, at approximately 10:55pm, Police Officers Ariana Hernandez, #10458, and Lamar Glass II, #10382, were in their squad car at Parkland Memorial Hospital on Harry Hines Boulevard.

The officers heard a female and a male yelling for help in the parking lot. When they went to investigate, the officers discovered a woman going into active labor in the parking lot. Officer Glass ran to get medical assistance while Officer Hernandez stayed with the couple.

Officer Hernandez saw that the baby's head was crowning and quickly removed her police jacket to catch the baby and to keep it warm. The man who was with the woman wanted to pull the baby out before the woman had completely

delivered it. However, Officer Hernandez prevented this, thus saving the baby and the woman from any bodily injury.

Officer Hernandez kept the woman calm throughout the entire delivery process and wrapped the baby in her jacket to keep it warm. Officer Hernandez continued to calm the couple until Officer Glass returned with hospital staff.

Officer Ariana Hernandez has been nominated by [Southeast Patrol Division](#) as the Officer of the Month. Way to Go!!!

By dpdplo • Posted in [Southeast Patrol](#)





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